

**AMENDMENTS TO THE SPECIFICATION**

**The specification is changed as follows:**

**The paragraph starting on page <sup>10</sup>7 and ending on page <sup>11</sup>8 is amended as follows:**

a) In other words, when the pixel data PD corresponds to the discharge cell arranged in the odd-numbered row/odd-numbered column, the first data conversion circuit 32 converts this pixel data PD to three-bit luminance suppression pixel data PD<sub>L</sub> in accordance with the first conversion table shown in Fig. 4A. When the pixel data PD corresponds to the discharge cell arranged in the odd-numbered row/even-numbered column, the first data conversion circuit 32 converts this pixel data PD to three-bit luminance suppression pixel data PD<sub>L</sub> in accordance with the second conversion table shown in Fig. 4B. When the pixel data PD corresponds to the discharge cell arranged in the even-numbered row/odd-numbered column, the first data conversion circuit 32 converts this pixel data PD to three-bit luminance suppression pixel data PD<sub>L</sub> in accordance with the third conversion table shown in Fig. 4C. When the pixel data PD corresponds to the discharge cell arranged in the even-numbered row/even-numbered column, the first data conversion circuit 32 converts this pixel data PD to three-bit luminance suppression pixel data PD<sub>L</sub> in accordance with the fourth conversion table shown in Fig. 4D ~~Fig. 4C~~.